

ALAMEDA GOLF COMMISSION  
MINUTES OF SPECIAL MEETING

Wednesday, November 29, 2006

1. CALL TO ORDER

Chair Betsy Gammell called the special meeting to order at 3:00 p.m. in the Ladies Lounge, Chuck Corica Golf Complex, #1 Clubhouse Memorial Road, Alameda, CA.

1-A. Roll Call

Roll call was taken and members present were: Chair Betsy Gammell, Secretary Ray Gaul, Commissioner Bill Schmitz, Commissioner Jane Sullwold and Vice Chair Bob Wood. Absent: Commissioner Sandré Swanson. Also present was General Manager Dana Banke.

2. AGENDA ITEMS:

2-A Attendance and Financial Projections by John Ritchie, CPA.

The General Manager stated that John Ritchie has been working on the attendance and revenue financial projections and assumptions. The report is to be used as a tool to project what funding is available to service a debt for the new clubhouse or other improvement projects. The General Manager handed out the draft financial report and assumptions prepared by Mr. Ritchie. The assumptions do not take any fee increases into account until fiscal year 2007/2008. The report is in draft form and the General Manager asked that the Golf Commissioner's take a look at it and get back to him with any questions. The report still needs to be reviewed by the Finance Director for accuracy. The report clearly shows that there is no excess money to pay for Capital Improvements and additional debt service and in order for the Golf Complex to reduce a future deficit there needs to be an increase in revenue and a reduction in expenditures. The question was raised regarding the timing of the proposed fee increases. The General Manager stated that after the joint meeting there will be a better understanding of what sort of projects can be done and the amount of money necessary for the projects. The decision to increase the rates will be based on the outcome of the joint meeting and whether or not improvement projects and a return of funds from the General Fund are approved. The Golf Commission will review the information and get back to the General Manager with any questions.

2-B Update by Keyser-Marston Associates on Banquet Revenue Projections.

The General Manager introduced Bob Wetmore from Keyser-Marston Associates, an economic and real estate consulting firm. Mr. Wetmore is preparing a revenue projection based on the addition of a new banquet facility at the Golf Complex. Mr. Wetmore stated that a large amount of the food and beverage revenue is not related to golf or golfers. Also mentioned was that over the past years the golf rounds and revenue have declined although that may not directly effect the food and beverage revenue. Mr. Wetmore pointed out that the market for food and beverage service and banquet facilities is underserved for the Bay Farm Island area. The report takes into consideration golfing venues and non-golfing venues and the business demands. Some of the venues researched have mentioned that they under built to meet the needs of public. Also being looked at is a temporary banquet facility and Mr. Wetmore questioned whether the temporary structure would really be a venue that patrons would want to come to. The capacity being researched is a 200-patron minimum and 300-patron maximum the latter being the optimum goal. The golf facilities reviewed are Chardonnay Golf Course in Napa, Coyote Creek Golf Course in San Jose and Lone Tree Golf Course in Antioch. The Golf Commission stressed the importance of receiving the reports as soon as possible to review them and get an understanding of what exactly is feasible and what is not. Mr. Wetmore stated that he would complete the report as quickly as he can.

3. ANNOUNCEMENTS/ADJOURNMENT

The Special Meeting was adjourned at 3:45 PM.

The agenda for the special meeting was posted 24 hours in advance in accordance with the Brown Act.